

TO: Marianne Nawrocki DATE: July 18, 1990
FROM: Barbara Trach *Barbara Trach*
SUBJECT: BUCKS "REQUEST SAMPLE" PRINT AD: PRODUCTION ERROR

Per your request, this memo summarizes the situation with the incorrect media insertion of the "Bucks for Zip" print ad and BRC.

The "Bucks For Zip" print ad ran incorrectly in the June 18 issue of Time in Birmingham, AL. Specifically, the ad was placed (correctly) on page 5, while the BRC was placed (incorrectly) between pages 84 and 85.

Exposure it seems is somewhat limited. The total magazine circulation in two markets, among 19 publications is 396,000. The single insertion in Time in Birmingham is 30,000. This error effects only a fraction of the total market circulation (7%).

The Agency has negotiated with Time to grant us a full make good for their error. We will not be charged for the next scheduled insertion, and the BRC charges will be credited toward the next insertion.

To date, responses from the print ad have reached 70% of our projection. The agency is not tracking separate magazine responses, so we will not be able to tell the full impact of this error in Time.

Please let me know if you have any questions.

BT:lm

cc: J. Spector

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